

Message Text

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ACTION EB-08

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E.O. 11652: N/A
TAGS: BEXP, EC
SUBJECT: PRELIMINARY INPUT FOR FY 1979 COUNTRY COMMERCIAL
PROGRAM FOR ECUADOR

REF: STATE 044899

FOLLOWING, IN PRIORITY ORDER, ARE THE CAMPAIGNS AND SPECIAL
POST EFFORTS THAT WILL LIKELY BE PART OF THE FY 1979 COUNTRY
COMMERCIAL PROGRAM FOR ECUADOR:

1. MAJOR PROJECTS

MAJOR PROJECTS WILL CONTINUE TO PROVIDE THE SINGLE BIGGEST
PAY-OFF IN TERMS OF BUSINESS OPPORTUNITIES IN ECUADOR FOR
U.S. SUPPLIERS OF EQUIPMENT AND SERVICES. FOR THIS REASON
WE WOULD TEND TO ASSIGN THIS SPECIAL POST EFFORT FIRST
PRIORITY IN THE C.C.P. FOLLOWING ARE SOME OF THE SPECIFIC
PROJECTS THAT ARE LIKELY TO BE ACTIVE IN FY 1979:

- PETROCHEMICAL COMPLEX (\$500 MILLION - 1 BILLION)
- HYDROELECTRIC AND IRRIGATION PROJECTS (\$100 MILLION)
- FISHING COMPLEX (\$80 MILLION)

2. METALWORKING AND FINISHING EQUIPMENT

IMPLEMENTATION OF ANCOM PROJECTS IN THE METALWORKING
AREA, PLUS THE ROUGHLY 10 PERCENT NORMAL YEARLY
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GROWTH OF THE INDUSTRY SHOULD MAKE FY 1979 AN
OPPORTUNE TIME FOR THE PROMOTION OF U.S. METAL-
WORKING AND FINISHING EQUIPMENT.

3. FOOD PROCESSING AND PACKAGING

THE ECUADOREAN FOOD PROCESSING AND PACKAGING INDUSTRY
SHOULD BE GAINING MOMENTUM IN FY 1979, ESPECIALLY IN

THE AREA OF PRODUCTION FOR EXPORT. A USDOC TECHNICAL SEMINAR WOULD BE A PARTICULARLY USEFUL PROMOTIONAL VEHICLE DURING THIS PERIOD.

4. PRODUCT OPPORTUNITIES

THERE ARE LIKELY TO BE MANY LARGE, ONE-TIME PURCHASES OF MACHINERY AND EQUIPMENT IN CONNECTION WITH PROJECTS IN WHICH THERE IS LITTLE OR NO CONSTRUCTION ENGINEERING COMPONENT. ESPECIALLY ACTIVE IN FY 1979 ARE EXPECTED TO BE CIVILIAN PROJECTS INVOLVING MAJOR PURCHASES OF ELECTRICAL GENERATING AND TRANSMISSION EQUIPMENT AND DIVERSE MILITARY PROJECTS ALSO GENERATING SUBSTANTIAL DEMAND FOR EQUIPMENT.

5. COMPUTERS AND PERIPHERAL EQUIPMENT

WE BELIEVE THERE WILL BE A GOOD MARKET IN FY 1979 FOR MINI AND MICRO COMPUTERS AND PERIPHERAL EQUIPMENT. THE MARKET FOR MAIN FRAMES WILL LIKELY BE SATURATED BY THIS TIME.

6. BUSINESS EQUIPMENT

THE GENERAL GROWTH IN BUSINESS ACTIVITY IS GENERATING A HEALTHY DEMAND FOR BUSINESS EQUIPMENT. IN FY 1979 THE DEMAND SHOULD BE GREATEST FOR PROGRAMMABLE CALCULATORS AND DICTATING MACHINES.

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